From:	Asaf shapira <asaf@web-pick.com>
To:	ehbarak <ehbarak1@gmail.com>
CC:	
Date:	Sun, 12/13/2015 12:17:12 PM
Subject:	Re: Ehod and Asaf Shapira (Kotik)

שבוע טוב אהוד. אשמח לתאם פגישה.

אסף

Asaf Shapira
Co-Founder & Head of International Partnerships
Web-Pick Internet Holdings Ltd

Phone: 0509887887
Skype: asaf.shapira2

ב-23 בנוב׳ 2015, בשעה 17:51, ehbarak <ehbarak1@gmail.com> כתב/ה:

קיבלתי. טס הלילה לחול. חוזר ב 8.12. נסה ליצור קשר אז. אב

Sent from my iPhone

On 23 Nov 2015, at 17:21, Asaf shapira <asaf@web-pick.com> wrote:

היי אהוד,

רק מוודא שקיבלת את המייל שלי.. לפעמים זה מגיע לגאנק. נפגשנו בשישי ברמת השרון.

אני אשמח מאוד אם תרשה לי לפגוש אותך

Few words about me:

I left the shayetet 13 (commando unite, as a Combat Intelligence Officer) seven years ago as a major, published a best seller book ("הכל בגלל תום") and during the last five years founded and ran an Internet company which had $130milion revenue.

Now I have a patent written on my name that will revolutionize the in-store clothes shopping experience as you know it.

Check-out: Connected shopping

Check-out is the first company to provide customers with the solution to buy clothes without any shop assistants.

The patent-based solution provides customers with the option to pay and remove the attached clothing security tag independently. **This is without standing in lines!**

Self-Service Shopping Grows in Popularity, According to Cisco Study -
http://newsroom.cisco.com/press-release-content?articleId=1200551

This type of solution already exists in super-markets all over the world, and the desire to bring it into the clothing retail industry is escalating.

There are existing companies that allow shopping and payment through mobile devices.

We are the first of a kind to provide a simple solution, a cheap solution and a safe solution for clothing stores.

The clothing retail industry is massive:

Zara is already working on this solution for 3 years now! - Their problem is that they are targeting new technology based on RFID and they are not targeting the magnet (the current security tag that the stores are using today) as our solution does.

Since the RFID they will need to have a sticker or to sew it as part of items in the store, which is problematic for clothing items and theft issues.

My patent makes life easier and can be duplicated easily to other stores.

Besides huge savings in personnel costs in the retail stores, my solution allows to disable queues in shops and simultaneously allows database collection in order to allow for future recommendations and the publishing of direct advertising of products to the customer, based on the customers individual taste preference according to profile analytics.

An article in the telegraph follows:

Telegraph: "Shoppers can pay for their clothing and remove the security tag without a shop assistant. This is the future of retail in front of your eyes."

Livepress: "There is also a research and development department which on Friday was testing self-service clothing tills, similar to ones found in grocers. Instead of weighing items, customers remove the security tags themselves at the till to register the product at the checkout."

Please let me know if you will like to get more details.

Thanks,

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Asaf Shapira
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Web-Pick Internet Holdings Ltd

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<BusinessPlan - Check-out - 11-10-15 - basic1.pdf>